

**WPLW  
102.5 - FM  
HILLSBOROUGH, NC**

**ISSUES AND PROGRAMS REPORT**

**FOR**

**STATION WPLW**

**4th QUARTER 2014  
(October 1<sup>st</sup> – December 31<sup>st</sup>)**

Compiled by:  
Mike Biddle, Assistant Program Director

Radio station WPLW-FM has compiled a list of issues those area residents feel are a major concern to the Raleigh-Durham Metropolitan (MSA). WPLW-FM conducts regular ascertainment of community leaders, businesspersons, and residents of our coverage area to determine the issues of importance to our listeners.

WPLW-FM utilizes this list as a basis for our programming response to selected issues each quarter. Typically WPLW-FM addresses the issues in its Sunday program called "Carolina Close-Up", and thru a series of live and pre-recorded announcements.

The current issues as of December 31<sup>st</sup>, 2014 included:

- EC-Economy
- GR-Growth/Transportation/Roads
- GA-Government Affairs
- EG-Ethics in Government
- ED-Education
- EH-Environment and Health
- POL-Political Affairs
- MC-Minority Concerns
- FY-Family and Youth
- UE-Unemployment/Joblessness
- NS-National Security

# Carolina Newsmakers

4<sup>th</sup> Quarter 2014

*"Carolina Newsmakers" is a 30 minute weekly public affairs program that airs Sunday mornings at 6 and hosted by Curtis Media Group owner Don Curtis. It features interviews with North Carolina leaders in government, policy, education, research and other areas.*

10-5-14

"INTERVIEW WITH BECKI GRAY," VICE PRESIDENT OF OUTREACH FOR THE JOHN LOCKE FOUNDATION

HOW CONTROL OF U.S. SENATE WILL IMPACT NATION, HAGAN-TILLIS POLLING, ADVERTISING IMPACT ON HAGAN-TILLIS RACE, DIFFERENCE BETWEEN POLITICAL ADS AND ADVOCACY ADS, DEMOGRAPHICS OF UNAFFILIATED VOTERS, RISE OF WOMEN AS LOBBYISTS, ROLE OF THE LOBBYIST, CATEGORIZING FEMALE VOTERS, ECONOMIC DISPARITY IN NORTH CAROLINA, OFF-SHORE DRILLING IN NORTH CAROLINA, POPULATION DYNAMICS EFFECTING REPRESENTATION WITHIN THE GENERAL ASSEMBLY, DEFERRED MAINTENANCE FOR STATE INFRASTRUCTURE, MEDICAID SPENDING, IMPACT OF NATIONAL DEBT, PREPARING FOR ECONOMIC CYCLES, IMPACT OF TERM LIMITS – EC, GA, EG, EH, POL, FY, MC

10-12-14

"INTERVIEW WITH DR. MIKE WALDEN," PROFESSOR OF AGRICULTURAL AND RESOURCE ECONOMICS AT NORTH CAROLINA STATE UNIVERSITY

SHRINKING OF U.S. G.D.P. FOR FIRST QUARTER, GROWTH OF NORTH CAROLINA G.D.P., CONSUMER SPENDING AS AN INDICATOR OF ECONOMIC HEALTH, CHANGES IN TEACHING ECONOMICS OVER TIME, GROWING DISPARITY BETWEEN URBAN AND RURAL NORTH CAROLINA, HOW AGRICULTURE CAN HELP RURAL NORTH CAROLINA, TECHNOLOGY HELPING SMALL BUSINESS, CREATING ASSETS FOR RURAL NORTH CAROLINA, ACCESS NC APPLICATION, MANAGING MEDICAID SPENDING IN THE STATE, CHANGING DEMOGRAPHICS IN HIGHER EDUCATION FACULTY, PROJECTING HOW BUSINESSES WILL USE CASH RESERVES, ADJUSTING THE RETIREMENT AGE, IMPACT OF POTENTIAL CUTS TO FORT BRAGG, ENTITLEMENT SPENDING, POTENTIAL ECONOMIC IMPACT OF HYDROLOGIC FRACTURING, AND IMPORTANCE OF THE SUCCESS OF SMALL BUSINESSES. – EC, GR, GA, EH, FY, POL

10-19-14

"INTERVIEW WITH COMMISSIONER WAYNE GOODWIN," INSURANCE COMMISSIONER AND FIRE MARSHALL OF THE STATE OF NORTH CAROLINA

HOME OWNER INSURANCE RATE INCREASE HEARING, REVIEWING INSURANCE POLICY CONTRACTS, INSURANCE RIDERS, BUNDLING INSURANCE POLICIES, IMPACT OF NATURAL DISASTERS ON INSURANCE RATES, AUTO INSURANCE IN NC, SUGGESTIONS FOR IMPROVING AUTO INSURANCE IN NC, IMPROVEMENTS IN AUTOMOBILE SAFETY, NEW OFFICE FOR DEPARTMENT OF INSURANCE, REGIONAL OFFICE IN CHARLOTTE OPENING, NEW TOLL-FREE PHONE NUMBER, INSURANCE FOR STATE-OWNED BUILDINGS, OTHER INSURED STATE-OWNED PROPERTY, DUTIES AS FIRE MARSHALL, SAFE KIDS NORTH CAROLINA PROGRAM, AND MEDICARE ELECTION PERIOD. – EC, POL, GA, FY, EH

10-26-14

"INTERVIEW WITH CHRIS SINCLAIR," PARTNER AT CORNERSTONE SOLUTIONS, LLC

LACK OF BI-PARTISAN DIALOGUE IN POLITICS, IMPACT OF MILLENNIAL GENERATION ON FUTURE POLITICAL LANDSCAPE, RULES FOR POLITICAL ADVERTISING, IMPACT OF NEGATIVE POLITICAL ADS, TENDENCIES OF UNDECIDED VOTERS AND TARGETING THEM, PERSUADING VOTERS WHO SUPPORT A SPECIFIC CANDIDATE, TRANSPARENCY WITH THIRD-PARTY AND ISSUE ADVERTISING, INFLUENCE OF NEW MEDIA ON POLITICAL ADVERTISING, BUILDING NAME RECOGNITION, HOW DO UNAFFILIATED VOTERS IMPACT ELECTIONS, OUTLOOK FOR THE MAKEUP OF THE U.S. SENATE, POTENTIAL CAMPAIGN SPENDING IN 2016, AND BRANDING OF CANDIDATES IN THE NORTH CAROLINA U.S. SENATE RACE. – POL, EC, ED, MC, GA

11-2-14

"INTERVIEW WITH DR. ANDY TAYLOR," NORTH CAROLINA STATE UNIVERSITY PROFESSOR OF POLITICAL SCIENCE

SPENDING ON U.S. SENATE RACE IN NORTH CAROLINA, LANDSCAPE U.S. SENATE RACES, USE OF POLITICAL ADS AND ADVOCACY ADS, POLITICAL ADVERTISING STRATEGY, POSITIONING OF U.S. RACE CANDIDATES, KAY HAGAN PERFORMANCE AT POLLS IN 2008, PARTY BALANCE IN U.S. SENATORS FOR NORTH CAROLINA, PERFORMANCE OF CLAY AIKEN, WHAT NEEDS TO HAPPEN FOR U.S. SENATE MAJORITY TO CHANGE, IMPACT OF A MAJORITY CHANGE, CORRELATION BETWEEN PRESIDENTIAL VISITS TO N.C. AND LACK OF POPULARITY, DIFFICULTY OF POSITIONING AROUND GASOLINE AND OIL PRICES DROPPING, TRENDS IN VOTING WITH REGARD TO GENDER, POLITICAL ADVICE FOR THOM TILLIS AND KAY HAGAN, AND BIGGEST MISTAKES FOR TILLIS AND HAGAN. – POL, GA, EC,

11-9-14

"INTERVIEW WITH JOHN HOOD," PRESIDENT AND CHAIRMAN OF THE JOHN LOCKE FOUNDATION

FACTORS ON HAGAN-TILLIS U.S. SENATE RACE OUTCOME, IMPACT AND TRENDS OF UNAFFILIATED VOTERS, OUTCOMES FOR THE DEMOCRATIC PARTY IN THE MID-TERM ELECTION, VOTER TURNOUT, IMPACT OF EARLY VOTING REFORM IN NORTH CAROLINA, IMPACT OF REPUBLICAN U.S. CONGRESS, ISSUES ON THE AGENDA OF THE U.S. CONGRESS, INFLUENCE OF THE TEA PARTY ON THE MID-TERM ELECTION, POTENTIAL OF IMMIGRATION REFORM, HOW FOREIGN POLICY CAN IMPACT THE PRESIDENT, HOW CHANGE OF PARTY MAJORITY IN U.S. SENATE ALTERS COMMITTEES AND INFLUENCE, POLITICAL ADVERTISING AND MISLEADING FIGURES, IMPACT OF CITIZENS UNITED AND INDEPENDENT EXPENDITURES ON MID-TERM ELECTION, AND OUTLOOK FOR THE 2016 ELECTION. – POL, GA, MC, FY

11-16-14

"INTERVIEW WITH BARRY PORTER," REGIONAL CHIEF EXECUTIVE OFFICER OF THE AMERICAN RED CROSS TRIANGLE AREA CHAPTER

ORIGIN OF THE AMERICAN RED CROSS, FUNCTION OF THE INTERNATIONAL RED CROSS AND OTHER RED CROSS SOCIETIES, RED CROSS SWIMMING TRAINING PROGRAM, BLOOD DONATION PROGRAM, PROGRESSION OF BLOOD TRANSFUSION SAFETY AND TECHNOLOGY, SUPPORT FOR THOSE WHO LOSE THEIR HOME TO FIRE, BACKGROUND OF RED CROSS VOLUNTEERS, DONATIONS AND FUNDING FOR THE RED CROSS, PARTNERING WITH OTHER ORGANIZATIONS, RED CROSS RELIEF EFFORTS IN HAITI, RELATIONSHIP BETWEEN THE RED CROSS AND THE U.S. MILITARY, RED CROSS BABYSITTING PROGRAM, CPR TRAINING, AND EDUCATING VOLUNTEERS. FY, EH, MC

11-23-14

"INTERVIEW WITH PATRICK WOODIE," PRESIDENT OF THE NORTH CAROLINA RURAL ECONOMIC DEVELOPMENT CENTER

REORGANIZATION OF THE NC RURAL ECONOMIC DEVELOPMENT CENTER, COUNTIES THE CENTER WORKS WITH, TRANSITIONAL COUNTIES IN N.C., DIVERSITY OF THE COUNTIES, NEW STRATEGY FOR THE CENTER, IMPACT OF RETIRING FAMILIES COMING TO N.C., HOW EVOLUTION AND URBANIZATION OF N.C. EFFECTS RURAL COMMUNITIES, GENERAL ASSEMBLY UNDERSTANDING OF EVOLUTION OF THE STATE, RELATIONSHIP WITH THE N.C. COMMUNITY COLLEGE SYSTEM, CHALLENGES FACING KEEPING YOUTH IN RURAL COMMUNITIES, INTERNE ACCESS IN RURAL COMMUNITIES, IMPACT OF TOURISM ON RURAL N.C., HEALTHCARE IN SMALLER COMMUNITIES, WATER AND SEWER INFRASTRUCTURE, RECRUITING INDUSTRIES TO RURAL AREAS, POPULATION GROWTH, ADVOCACY PRIORITIES, AND RECESSION IMPACT ON INFRASTRUCTURE AND FUNDING. – EC, GR, EH, POL, ED, GA, FY

11-30-14

"INTERVIEW WITH RENEE ELLMERS," U.S. HOUSE OF REPRESENTATIVES, NC DISTRICT 2

REDISTRICTING IN NORTH CAROLINA DISTRICT 2, COMMITTEE RESPONSIBILITIES, ENERGY COST AND INDEPENDENCE, IMPACT OF MAJORITY SHIFT IN U.S. SENATE, JOB CREATION, GOVERNMENT EFFICIENCY, AFFORDABLE CARE ACT, PHARMACUTICAL OVERSIGHT AND REGULATION, EMERGENCY CARE AND LAW, NEW CONGRESS'S OBJECTIVES FOR AFFORDABLE CARE ACT, CONCERNS FOR MILITARY IN N.C., IMMIGRATION REFORM, DECREASE IN PARTISAN POLITICS, HOMELAND SECURITY AND FOREIGN POLICY, INTERNET SECURITY, CONCERNS OF DISTRICT 2 CONSTITUENTS, FEDERAL DEFICIT, TAX REFORM, AND AGENDA FOR CONGRESS IN 2015. – POL, GA, ED, MC, EH, EC, NS

12-7-14

"INTERVIEW WITH BILL PULLY," PRESIDENT OF THE NORTH CAROLINA HOSPITAL ASSOCIATION

NORTH CAROLINA HOSPITAL ASSOCIATION BACKGROUND, CHALLENGES OF OPERATING A HOSPITAL, CHALLENGES FACING HOSPITALS IN RURAL COMMUNITIES, OSTEOPATHIC MEDICINE PROGRAM AT CAMPBELL UNIVERSITY, EMERGENCE OF URGENT CARE, THE ROLE OF THE PHARMACIST, REGULATIONS ON HOSPITALS REGARDING URGENT CARE, FOREIGN LANGUAGE CHALLENGES FOR HOSPITALS WITH GROWING IMMIGRANT POPULATION, TEACHING HOSPITALS IN NORTH CAROLINA, AFFORDABLE CARE ACT, UPCOMING SUPREME COURT HEARING, AND EBOLA AND DISEASE PREPAREDNESS – EH, FY, MC, EC, POL, GA

12-14-14

"INTERVIEW WITH JUNE ATKINSON," NORTH CAROLINA SUPERINTENDENT OF PUBLIC INSTRUCTION

DRAW OF RUNNING FOR SUPERINTENDENT, TESTING IN NORTH CAROLINA SCHOOLS, ASSISTING STUDENTS WITH LEARNING DISABILITIES, FOREIGN LANGUAGE EDUCATION, INCREASE IN GRADUATION RATE AND FACTORS FOR INCREASE, DISCIPLINE IN NORTH CAROLINA SCHOOLS, DROP IN TEENAGE PREGNANCY, BULLYING AND PREVENTION IN SCHOOLS, CHARACTERISTICS OF GREAT SCHOOL SYSTEMS, TEACHER PIPELINE CONCERNS FOR NORTH CAROLINA, OVERCOMING POPULATION DISTRIBUTION AND DISPARITY IN GROWTH ACROSS NORTH CAROLINA IN SCHOOLS, DISTANCE LEARNING, DIGITAL TEXTBOOKS, CHANGES IN LEARNING AND CURRICULUM, ASSISTING THE AVERAGE STUDENT, CAREER AND COLLEGE PROMISE, AND FUNDING FOR EDUCATION – ED, POL, GA, FY, MC

12-21-14

"INTERVIEW WITH JOHN FENNEBRESQUE," CHAIRMAN OF THE UNC BOARD OF GOVERNORS

HOW THE BOARD OF GOVERNORS OPERATES, FUNDING FOR THE UNC SYSTEM, BENEFIT OF OUT OF STATE STUDENTS TO THE UNIVERSITY SYSTEM, STUDENT DEBT, ROLE OF RESEARCH UNIVERSITIES IN THE UNC SYSTEM, PERCEPTION OF THE UNC SYSTEM, COOPERATION WITH THE NORTH CAROLINA COMMUNITY COLLEGE SYSTEM, INCREASING THE SPEED OF STUDENT GRADUATION, DEFERRED MAINTENANCE WITHIN THE UNC SYSTEM, FUNDRAISING FOR THE SYSTEM, SUCCESSES OF THE NON-RESEARCH UNIVERSITIES WITHIN THE SYSTEM, DISTANCE EDUCATION, SUPPORT OF VETERANS, ROLES OF INSTITUTES AND CENTERS, ROLE OF ATHLETICS IN THE UNC SYSTEM, WAINSTEIN REPORT, UPCOMING GENERAL ASSEMBLY SESSION, AND FACULTY DEMOGRAPHICS – ED, POL, GA, MC, EH, EC

12-28-14

"INTERVIEW WITH DALE FOLWELL," ASSISTANT SECRETARY OF EMPLOYMENT SECURITY

HOW DIVISION OF EMPLOYMENT SECURITY OPERATES, DURATION OF UNEMPLOYMENT BENEFITS, HOW BENEFITS ARE FUNDED, WHO IS ELIGIBLE FOR BENEFITS, HOW TO MAINTAIN BENEFITS, UNEMPLOYMENT INSURANCE DEBT, CHANGES IN POLICY AT D.E.S., FRAUD, WASTE, AND ABUSE IN UNEMPLOYMENT INSURANCE, D.E.S. SERVICES FOR THE UNEMPLOYED, LEGISLATION STREAMLINE JOB SEARCHES FOR THE UNEMPLOYED, HOUSE BILL 4, COMMON MISCONCEPTIONS ABOUT UNEMPLOYMENT INSURANCE, HOW TO CONTACT THE D.E.S, UNEMPLOYMENT INSURANCE FOR SELF-EMPLOYED INDIVIDUALS, AND RELATIONSHIP WITH THE FEDERAL GOVERNMENT – POL, GA, EC, MC, EH, FY, UE

## **LIVE EVENTS:**

### **North Carolina Children's Promise Radiothon**

On Thursday November 20<sup>th</sup> from 6a-7p, WPLW executed a live remote broadcast from the lobby of the North Carolina Children's Hospital. The purpose of the radiothon was/is to provide awareness of the hospital to our listeners and raise money for research, equipment and overall operations of the NC Children's Hospital. – EH, FY

### **Stock The Sled with WNCN-TV**

In partnership with WNCN-TV, WPLW participated in a toy drive benefiting the Salvation Army of Wake and Durham Counties. WWPL's participation included a live remote broadcast the morning of 12/12/14 from 7a-9p from a local Wal-Mart in Durham, NC. All the toys that were collected were distributed locally through the Salvation Army of Wake and Durham Counties. – EH, FY

## **RECORDED PSAs**

Walk For Hope

Date: 10/1 – 10/11

Length: 30 seconds

# of Spots: 72

FY, EH

Jr. League of Raleigh – “A Shopping Spree”

Date: 10/21-10/24

Length: 30 seconds

# of Spots: 26

EC, FY

Halloween Safe Night – “Safe Trick or Treating”

Date: 10/25 – 10/31

Length: 30 seconds

# of Spots: 25

FY

Country 4 Kids Concert

Date: 11/7 – 11/14

Length: 60 seconds

# of Spots: 56

FY, EH

Children’s Promise Radiothon

Date: 11/10 – 11/19

Length: 60 seconds

# of Spots: 85

FY, EH

“Free The Children”

Date: 12/29 – 12/31

Length: 30 seconds

# of Spots: 5